

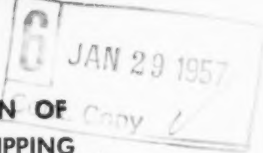
shipping MANAGEMENT

P.E.R.
JANUARY 1957

COMBINED WITH



THE "HOW-TO" PUBLICATION OF
PACKAGING, TRAFFIC AND SHIPPING



and *The Air Shipper*



READERS' ROUTER

TO	SEE PAGE
TO	SEE PAGE
TO	SEE PAGE
TO	SEE PAGE

Freight costs are rising all the time and ways must be found to get the most out of carrier methods available. Trucks are an important part of today's transportation scene, as the picture at a modern four-level intersection of highways and super-highways indicates. For tips on ways of increasing truck carrier efficiency see Page 16.



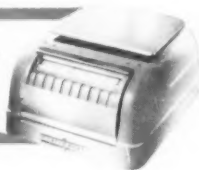
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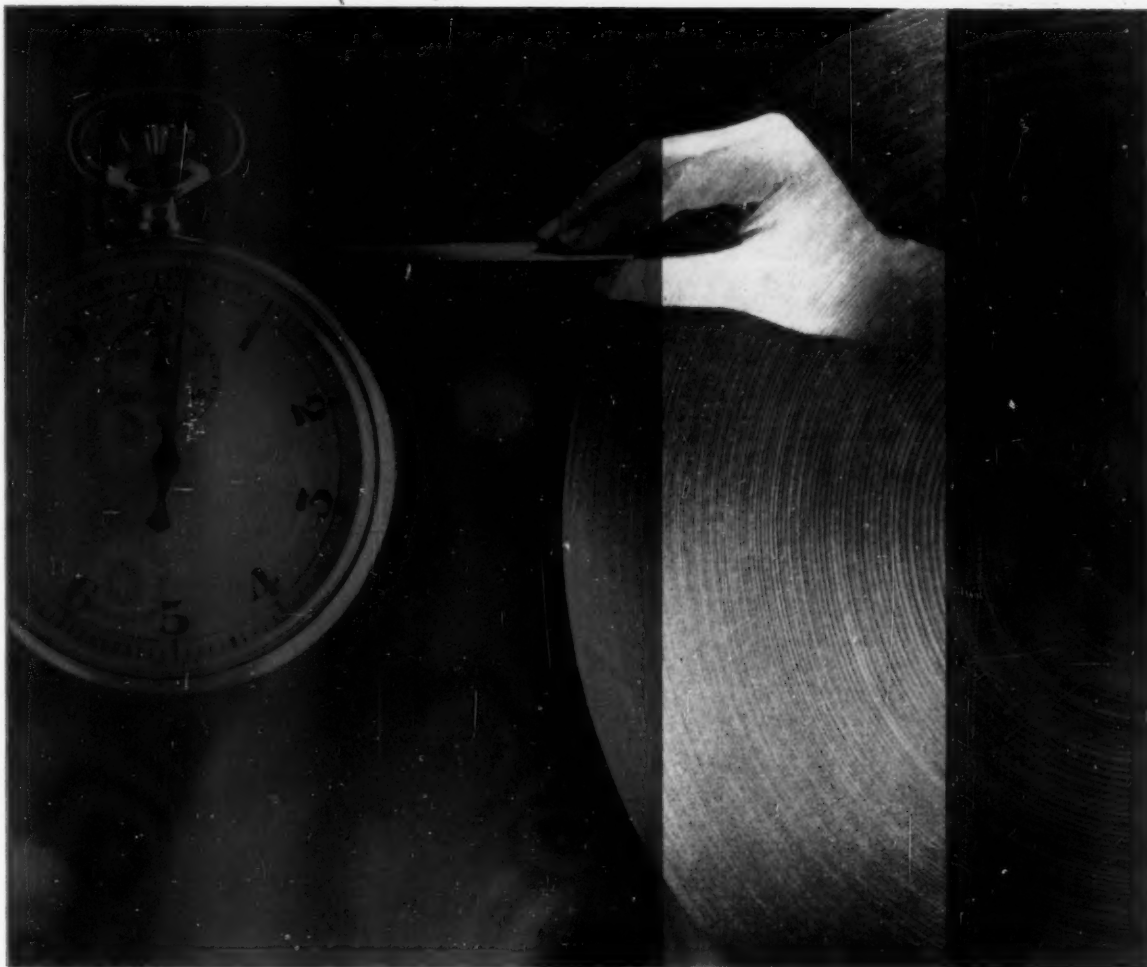
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SHIPPING MANAGEMENT, JANUARY, 1957

PACKING A PUNCH

ENCOURAGING ACTION was taken by the Association of American Railroads at their annual meeting in November in New York to alleviate the car shortage. According to William T. Faricy, AAR president, the road representatives unanimously adopted a resolution pledging a reduction of the percentage of cars undergoing and awaiting repairs to "not more than three percent of ownership."

This action was hailed by T. Chase Burwell, new president of the National Association of Shippers Advisory Boards. He said that achievement of the goal would add 17,500 cars to the serviceable fleet. Burwell indicated his confidence in the railroads' ability to reach their new goal by pointing out that the AAR member roads had in the past year reduced the number of bad order cars from five to four percent despite the steel strike which compelled a slowdown of the carriers' repair program.

A USEFUL SERVICE which traffic groups have been rendering in increasing measure over the years is the awarding of scholarships in traffic courses to deserving students. Motor carriers and associations have been offering scholarships for years. The latest group to join the field is the Wisconsin Valley Traffic Club which has set up a two-year scholarship at the College of Advanced Traffic in Chicago. Such donations are good investments in the future of American business and necessary to the improvement of traffic management. Only through proper education and training can we have qualified transportation executives.

TRUCKS IN USE in the United States passed the 10,000,000 mark in 1955. A preliminary estimate of the number of truck registrations, shown by the American Trucking Association's annual publication, "American Trucking Trends," reveals there are now 9,675,000 privately-owned trucks. This figure, added to the 430,937 government-owned trucks (exclusive of military vehicles) makes a total of at least 10,105,937 trucks of all sizes.

The booklet pointed out that about 5,000,000 trucks are operated by firms engaged primarily in manufacturing,

(Continued on Page 27)

JANUARY, 1957

shipping MANAGEMENT

Vol. 22—No. 1

COMBINED WITH

PAYLOAD & The Air Shipper

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* * *

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PUSH A BUTTON and get the exact tape you need. Actual reports show a 20% to 45% saving in time and tape. Learn about this machine. **FREE TRIAL OFFER** in your plant by checking 12.



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"STOP LABELING WITH DOLLAR BILLS." This is the intriguing title of a **FREE** 4-page folder that tells you exactly how to do it . . . how to speed up attaching labels to packages, glass, metal, wood, steel, etc., and how to save by using ungummed labels. This folder can save you thousands of dollars, so be sure to check No. 15.

* * *

TRAFFIC COURSE at home compiled by 175 of the country's most prominent traffic executives. This correspondence course is given under the auspices of a leading university to help men now in the shipping and traffic fields get a better understanding of rates, tariffs, regulations, etc., and get ahead. For **FREE** 48-page book, check No. 16.

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CUT SHIPPING TIME by as much as 33 per cent. This railroad, one of the oldest, up-to-date and reliable in the nation, specializes in less-than-carload shipments. Check No. 17 for free information.

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* * *

CARTONS CAN'T TEAR or open while in transit if you use this reinforced gummed sealing tape. Seals easily and gives maximum protection to packages. For **FREE** literature, check 25.

Why Should The Traffic Department Have Top Management Representation?

By BERNARD F. CONROY

Mr. Conroy's article won first prize in the national essay contest recently conducted by the Associated Traffic Clubs of America. Here, he tells the importance of traffic management to the success of business and why traffic managers deserve top management recognition.

EVENTUALLY, WHY NOT NOW—is a phrase recognized by all. It could well be a short answer to the title question, for, in companies that have experienced great growth, it will be difficult to find traffic activity missing from top-level management. Study of the principal functions of business enterprise provides the reason quickly.

In most companies of moderate and large size, nearly every individual department has one primary function, and one only. In isolated cases, some departments have dual functions; but, seldom does any one department have three or more functions of primary importance. The exception to the single function design of company departments is the traffic department.

Almost without exception, the traffic department is responsible for the scheduling and transportation of all incoming materials. It is responsible for the warehousing of such materials. It is likewise responsible for the warehousing of outgoing products. And, it is responsible for the scheduling and transportation of the finished product.

Four Major Activities

Here we have four major activities, which though related to some extent, are each complete and separate in the final analysis. And, each is of primary importance to the operation of the company as a whole, for they are near the beginning, middle, and end of all operation.

There is little doubt about the importance of each of these activities. Each is a necessary function of doing business, and in no way can be eliminated, with the possible exception of warehousing of incoming and outgoing materials. But, even those two functions are always present to some degree. Efficient traffic management will reduce one or both to the lowest possible minimum, but the function will always remain. In fact, the less warehousing to be accomplished, the more credit can be given to the traffic department for its scheduling activities.

Tangible Value Is Considerable

The actual tangible value of each of these four functions, when translated into freight bills and warehouse charges, public or private, is considerable to say the least. In some industries, the transportation and warehousing charges are the major portion of the value of the commodity. Certainly, in all cases, such charges are relatively high in proportion to the final selling price.

The intangible value of each of these four activities is often incomprehensible. For how can a price be placed on plant output that does not take place because incoming shipments do not arrive on time or do not arrive at all? How can the cost of improper warehousing that causes goods to deteriorate be computed? And, what value can be placed on a cancelled order and the loss of a customer because finished goods arrive too late for use?

Truly, the activities of the traffic department are of great import to the operation of any commercial enterprise dealing in products that involve warehousing and transportation. And, to

(Continued on Page 35)



CAPT. E. D. STANLEY
Navy Bureau of Supplies

BRIG. GEN. RAYMOND L. WINN
U.S.A.F. Dir. Transportation

LT. COL. PETER W. MIRRAS
Army Logistics

Second Mil-Ind Packing Symposium Calls For Transportation Progress

**Reduction of Weight and Cube in Packaging;
Efficient But Safe MH System Are Asked**

DRASTIC REDUCTION of tare weight and cube in packaging, improvements in transportation services and development of an efficient yet safe materials handling system were called for at the Second Joint Military-Industry Packaging and Materials Handling Symposium held in Washington, October 9-11 by the Department of the Air Force.

The three-day symposium was attended by some 600 specialists in packaging, materials handling and transportation of industrial firms. Reports on the latest developments in the respective fields and recommendations whereby the packaging industry could help ensure the success of any future war effort were presented by leading military officials and industrial authorities. The Departments of the Army, Navy and Commerce and the National Security Industrial Association joined in co-sponsoring the symposium.

Delivering the military keynote address, Robert C. Lanphier, Deputy Assistant Secretary of Defense for Supply and Logistics, stressed that "Unitizing, Mechanizing and Economizing" is the packing theme today of the military branches. He said that the Department's policy calls for savings all the way down the line in dollar costs of supplies, weight and cube of packaging, storage and warehouse space, handling time and transporta-

tion tonnage. The Defense Standardization Program is expected to achieve all of these goals. The program which "is just actively getting under way," is aimed at standardization of containers, packaging materials and techniques of preservation, reduction of the type and models of materials handling equipment and unification of specifications and standards for all of the services.

Requirements of Packaging

Speaking of the requirements of packaging, Lanphier said: "Packaging must be designed to accommodate standard unit loads and pallets. In military usage, particularly, packaging must withstand extremes of weather, unusual abuse in transit and long-term storage. Not only must the containers deliver the goods in safe and usable condition to the user, but they must also lend themselves to economical storage and transportation." He added that projected packaging techniques will make possible outside storage of supplies without damage from weather and climate conditions.

Lanphier also told the conference of an economy step taken by the Defense Department last January through the establishment of a "single manager" system for products and services used in



ROBERT C. LANPHIER
Dept. of Defense

GEORGE R. BELL
J. L. Hudson Co.

LT. COL. WILLIAM T. SHAFER
Marine Corps Dev. Center

common by the armed forces. The system's objectives are to eliminate duplication and overlapping of effort between the services and to improve the effectiveness and economy of supply and service operations. The single manager has responsibility for all phases of supply operations including cataloging, standardization of packaging, production, inspection, storage, distribution, and transportation. Assignments have already been made for traffic management, sea and air transportation. In concluding, Lanphier called for continued cooperation between industry and the military in order to give "the most effective logistic support to our defense establishment."

Industry Keynoter

The keynote address for industry was given by William C. Stolk, president of American Can Company. He criticized government for having "fallen short of making industry a real partner in our common defense effort." He called for increased government confidence in industry, and urged the military agencies to facilitate the interchange of knowledge and information, and flexible administration.

"You in the government," Stolk said, "should strive to find ever more effective ways to take greater and quicker advantage of the many technological fruits of our competitive economy. That objective certainly cannot be fully realized if the government and industry are hamstrung by unchangeable, iron-clad specifications that make it almost impossible to change the accepted way of making military procurement items without an endless unravelling of red tape." Stolk recommended improvement of specifications.

Unitization throughout the supply pipeline is essential if the Air Force is to have maximum speed, mobility and flexibility. So spoke Brig. Gen.

Raymond L. Winn, USAF Director of Transportation. He revealed that aircraft "turn-around time" now is two hours. During this time on the ground, the plane has to be loaded, unloaded, and serviced. He urged development of a ground freight handling system "with all modes of carriers to permit maximum utilization of the speed of the aircraft."



MALCOLM J. O'DELL
V-P, Research,
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COL. SAM P. TRIFFY
Chief of Air Force Packaging
& Material Handling Div.

Complete modernization of almost every function in the airfreight system was advocated by Col. Sam P. Triffy, Chief of the Air Force Packaging and Materials Handling Division. Declaring that overseas shipping time through the Military Air Transport Service can taken a minimum of five days, Triffy pointed out that it now takes between 15 and 45 days because of processing of material and paperwork and handling of "one piece at a time." Unitization in packing and paperwork is the answer, he stressed.

"If we utilize" the unit packs — obviously, there is no need for added protection for each unit pack, except for sheathing, banding and cover protection from weather in transit, or the like," Triffy said. "The unit pack containers should be of the kinds and sizes that make it feasible to

(Continued on Page 33)

L. C. L. Shipments Move FAST After Co. Adopts RR Skids and Ballot System

C. A. REED COMPANY

GETTING L.C.L. SHIPMENTS of C. A. Reed Company paper specialties to the Pennsylvania Railroad freight station at Williamsport, Pennsylvania, was one of Robert B. Cummings' chief headaches for many years. His trucks and their two-man crews shuttled back and forth between plant and freight house at the rate of two round trips a day, three at the most.

He knew, too, that dozens of those shipments, like all the L.C.L. handled by the various carriers showed too many errors. Yet, the costs of correcting misshipments were an accepted item of his operating budget.

But a few years ago Mr. Cummings solved both problems by observing railroad practices and adapting two of the railroad's methods to his department's needs.

The one procedure he made his own was to take the railroads' two-wheel skids right back into his own plant to load Reed trucks. That, and the speeded-up unloading, spelled savings that added up to seven man-hours and three hours of truck

time cut from each run.

The other idea was a modified form of railroad loading ballot, and that cut misshipments to less than one a month.

The skid-loading system operates in cooperation with the Pennsylvania Railroad. The road in 1955 carried 42,619 Reed shipments weighing over 14,000,000 pounds and two-thirds of that volume of traffic were L.C.L. So PRR men at Williamsport were eager to listen when Mr. Cummings offered a suggestion to improve their operation. This is how it came about:

Mr. Cummings knew that loading L.C.L. shipments onto one of the Reed motor vans kept two men busy from an hour and a half to two hours. Unloading at the Pennsy station doubled the man-hour cost. At three hours or more for one round trip, each truck could make no more than three rounds a day at best.

Then one day while Mr. Cummings was at the PRR station watching two of his men unload one of their trucks, he watched while two of the

Below: Cartons are stenciled and stencilled at the end of the manufacturing line. Here is a scene in the shipping room as the addressed cartons are loaded on the railroad's wheeled skids in the rear. Man with fountain brush points to ballot, key to systematic shipping.



Examples of the ballot used to properly identify various shipments. Ballot on left has been correctly marked. Matching ballot at right has a routing mistake on last line. This will be caught and checked before the shipment has a chance to leave the depot.

DATE		DATE	
STORE NAME AND NO.	Pcs.	STORE NAME AND NO.	Pcs.
F.W.W. 1070	95	F.W.W. 1070	95
Stenciler	A.C.	Stenciler	A.C.
Reading Car		Reading Car	
Penna. Car	✓	Penna. Car	✓
Penna. Truck		Penna. Truck	
Loaded By J.K.	Pcs.	Loaded By J.K.	Pcs.
P.C. - 95		R.C. 95	

Two-wheel skids that cut hours from loading and unloading Reed trucks transferring I.C.I. shipments to local freight house are shoved onto truck by driver, using special jack, while a loading man (left) moves an empty skid back to the shipping floor. Six skids, carrying unlashed cartons, fill one of the 14' x 7' x 7' motor vans. At freight house, the driver leaves the loaded skids, returns previously emptied ones.



"Why," Mr. Cummings asked himself, "can't my loaders use skids like that at our plant in the first place?"

One man, the truck driver, could jack the skids into his truck, six to a load (as it works out in the 14'x7'x7' vans.) It would take only five minutes of truck time at either end—ten at the most—and one of the men formerly on the truck crew could be reassigned.

ing the skids; they would only have to move them and unload them.

Shipper, carrier and buyer alike would benefit not only because shipments would be speeded but also because of less breakage and loss due to reduced handling.

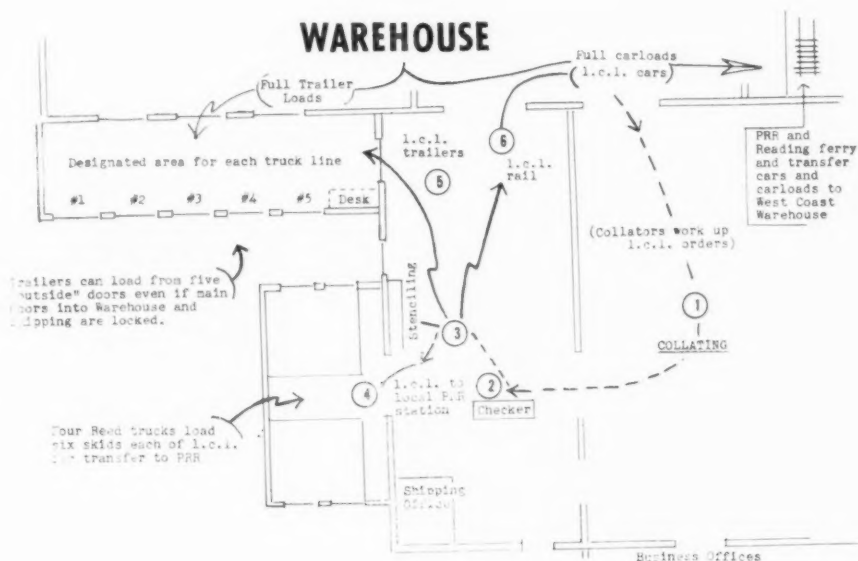
The Pennsy heard Mr. Cummings' plan, liked it, agreed to let Reed's use the railroad's skids and jacks, and that was it.

"Now our trucks make the two-mile run through the business district in short order," Mr. Cummings reports. "In busy seasons, the round trip can be made in 20 minutes by the clock."

He adds: "The truck doesn't wait at the freight house after unloading but picks up six other skids, empty ones, to return them. Or, if no empties happen to be on hand, that truck gets a dozen the next trip."

Since the 54"x36" skids do take up a 10-inch depth of the truck's capacity, there is some loss of

(Continued on Page 86)





TUNING IN



Nat'l Defense Transportation Ass'n Conclave Maps Carrier Teamwork

Ways to bring about mutual cooperation between the competing forms of transportation in times of emergency were discussed by leading transportation authorities and military officials at the 11th annual convention, October 14-18, of the National Defense Transportation Association at Salt Lake City, Utah.



Brig. General Clark Hungerford, national president of the association, discusses carloading problems with Mr. W. Cecil Tate (far left), regional vice president, and Col. J. V. Rathbone, Jr. (center).

The keynote address of the gathering was given by E. G. Plowman, vice president for traffic of United States Steel Corporation and board chairman of NDTA. At the concluding banquet session, Admiral Arthur W. Radford, chairman of the Joint Chiefs of Staff, presented the NDTA's annual transportation award to Donald W. Douglas, president of Douglas Aircraft Company. Cecil Tate of Barton Truck Lines, Inc., was general chairman.

AMHS Chapter in N. Y. Hears Talk On Industrial Safety Legislation

Joseph L. Rivin, senior safety consultant in the Division of Industrial Safety Service, New York State Labor Department, was the guest speaker at the December meeting of the American Material Handling Society's New York Chapter. He discussed the relationship between state laws and agencies bearing on industrial safety and the materials handling field.

National Wooden Pallet Mfrs. Ass'n. To Plan Trade Program At Fla. Meeting

Plans to capture a new \$100,000,000 market for the wooden pallet industry will be discussed at

the 10th Semi-Annual meeting of the National Wooden Pallet Manufacturers Association, which will take place January 27-29 at the Hollywood Beach Hotel, Hollywood, Fla.

Also on the agenda will be discussion of plans for publication of two pamphlets on the care and maintenance of wooden pallets and pallet containers, and the association's Research and development program.

Central Pa. SIPMHE To Hear Wharton Of Container Labs.; Plans Air Force Tour

"Scientific Packaging" is the topic of an address to be given by Thomas P. Wharton, vice president of Container Laboratories, Inc., on January 8 at a dinner meeting of the Central Pennsylvania Division of SIPMHE. It will take place at Lancaster, Pa. According to I. M. Rehm, president, the group is planning a tour of the Olmstead Air Force Base for February 5. Government preservation, packing, and packaging methods used on aircraft jet engines and parts will be surveyed.

SIPMHE Organizes New Pittsburgh Chapter, Plans Activities

Representatives of twenty companies attended the organizational meeting of the new Pittsburgh SIPMHE Chapter on November 19. C. J. Carney, Jr., managing director of SIPMHE, met with the new chapter and presented the officers a check for \$100, the Society's contribution to the newly formed chapter.



C. J. Carney, Jr., left, presents a gavel to Francis Aland, president pro tem, and a check for \$100 to Richard Majesky, secretary-treasurer pro tem of the chapter.

Francis Aland, Pittsburgh Plate Glass Company, was elected president pro tem, and Richard
(Continued on Page 15)

Air Carriers Rush Drinking Water Containers to Arctic

DRINKING WATER will be stored at some desolate Arctic outposts in polyethylene bags this winter. An agency responsible for air force procurement has just placed an order for thousands of six-gallon containers, for shipment to far-flung outposts in the Arctic. The container being used is a sturdily constructed corrugated box with a patented pinhole-free polyethylene liner sealed on all sides except for a small spout opening. Plans call for the containers to arrive by air at landing fields in the Arctic. At these isolated sites, the polyethylene liner bags will be placed in the cartons and filled with water at fresh water lakes before the freeze sets in. The bag seals completely, eliminating any chance of contamination. Then the water-filled container will be stored convenient to living quarters where the air temperature will freeze them.

As the important fresh water is needed, the cartons will be moved inside where thawing rooms



Shown at St. Louis airport with special shipment destined for the Arctic, are D. A. Ruch of Chase Bag's specialty department and R. J. Moffatt, chief agent of American Airlines.



Photos & Data Courtesy Chase Bag Company

will be provided. This operation will conveniently supply fresh drinking water to the personnel at these important defense outposts where water is impossible to get because of freezing of the lakes.

Dispenser Mfr. Joins With Reinforced Tape Mfrs. At Show

COOPERATION between a leading manufacturer of gummed tape dispensers and four manufacturers of reinforced gummed tape recently resulted in an effective demonstration of the savings available to shippers through the use of the two-strip method of sealing cartons.

Better Packages Hosts

Better Packages, Inc., the dispenser manufacturer, made available its booth at the National Business Show, held during the week of October 15-19 at the New York Coliseum, for the cooperative promotional venture. The following tape manufacturers participated: Hudson Pulp & Paper Corporation; McLaurin-Angier Company, Mid-States Gummed Paper Company and Stocker Manufacturing Company.



This is the exhibit set up by Better Packages at the National Business Show. Some 172 shippers stopped by to learn the advantages of reinforced gummed sealing tape.

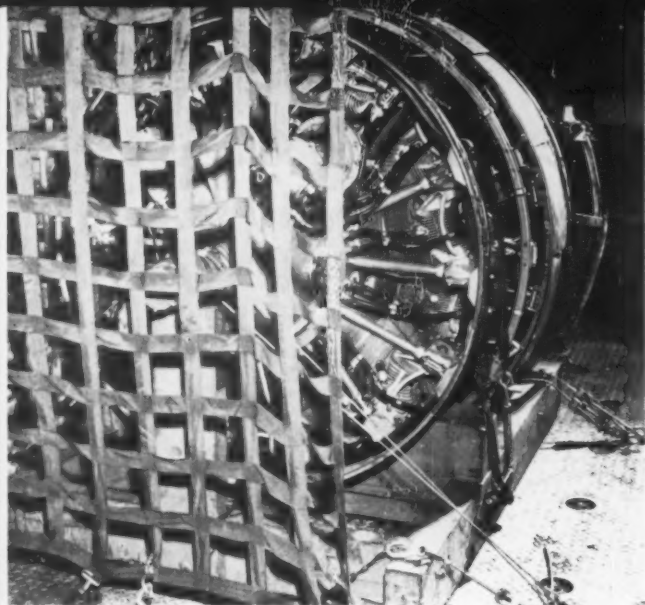
Field representatives of the five companies spoke to a total of 172 shippers during the show and pointed out the advantages of the Rule 41 sealing method. Each day of the show was given over to one specific tape manufacturer.

New Drop Tester Can Make Package Land In Any Position



—Photo & Data Courtesy L.A.B. Corporation

Long or odd shaped packages can be handled effectively by a new drop tester recently placed on the market. The package to be dropped can be placed in the exact position it is desired to have it land—on flat side, edge or corner. It will then drop precisely in that position without rotating or turning during its fall. The tester can be set quickly for drops from any height between 12 and 60 inches and will handle packages up to 100 lbs.



Gigantic spare engine for a C-54 cargo plane rests on a wooden cradle in a TWA plane. The cradle is tied down by cable to the floor of the plane. Canvas webbing around the engine is meant to prevent bouncing and give the cargo additional protection.



In photo at top, forklift truck moves a load of cartons from the warehouse to a waiting plane. Photo at bottom shows a portion of the warehouse with goods packed in various kinds of containers — wood, corrugated, steel drums, and fibreboard.

How Air Freight Puts Business Capital to Work Faster

ALTHOUGH THE COST OF SHIPPING by air may appear to be higher than for any other method of transportation, substantial savings can still be racked up by industrial concerns in various directions to offset the difference. So declared Stanley G. Russ, Director of Cargo Sales for Trans World Airlines in a recent interview given to **SHIPPING MANAGEMENT**.

Russ said that the experience of many firms shows that air freight allows economies in warehousing, marketing, packaging, and insurance fees. In 1955, TWA flew a total of 41,253,000 ton miles of air freight and express on its domestic and international routes. This cargo included "almost everything from heavy machinery to ball-point pens and Pizza Pies."

Detailing the possible savings, Russ said that packing for air shipment is light. Since air shipments are not subject to the same bumping and jolting in transit as surface means, because cargo is handled with extreme care and mainly by hand and because of the relatively short shipping time, "breakage and perishability are held to a minimum." Crating is required only on special shipments, cushioning can be reduced drastically, and

closure methods are simplified. Steel strapping and pressure-sensitive tape are the main closure methods. Most materials are packed in corrugated cartons. As examples of how packing requirements can be shaved, Russ said that wool fabrics can be shipped in burlap and paper coverings, dies in fibreboard drums, and heavy machines on skids. Steel containers are extremely rare, he added. This reduced packaging means not only decreased labor and materials cost, but also reduced weight.

Inasmuch as international air freight is an overnight movement—the plane leaves New York at night and arrives in Europe the next day—sales can be increased tremendously, Russ said, because the goods can be brought to market much sooner. "With the aid of air freight," he said, "large warehouse inventories are no longer necessary. Manufacturers and merchants can order and buy their supplies and goods as they are needed especially in the consumer product industries." As a result, the need for storage facilities where air shipping is utilized, has been greatly diminished.

Damage and loss on TWA's operations during 1955 amounted to less than one percent. Pilferage has been low too. Consequently, Russ pointed

out, the insurance premiums are lower for air than other shipping media.

TWA now has a new and greatly expanded International Air Cargo Center at Idlewild, N. Y. The airline has 4800 square feet of warehouse space for outbound shipments and 7200 square feet for inbound shipments. As many as five customs inspectors are on duty to process incoming goods at once, and there is an ultra-modern examination and appraisal room. Offices for the Cargo Billing and Accounting Division are also located in the Center so that all of the paper work can be transacted on the spot.

The outbound cargo is dropped off at the TWA terminal where documentation, invoicing, handling and unloading are taken care of immediately. Al Lingvall, supervisor of the Cargo Center, said the airline's material-handling equipment includes fork lifts, cargo lift trucks with a carrying platform which can be raised to the height of the plane's loading door to eliminate extra handling of goods, jeep tractors for towing, a portable 22½ foot telescopic conveyor for heavy cargo and belt conveyors. The terminal has 14 overhead doors and can accommodate eight trucks at one time. The floor is at truck tail-gate level for added speed and efficiency of handling.

Specific Shipping Orders

Internationally, TWA has two all-cargo flights a week. Cargo is also carried on all passenger flights, which daily provide service between the United States and 21 world centers abroad. On its domestic routes, TWA serves 60 U. S. cities with two all-cargo flights every day plus its high-frequency daily passenger schedules. Constellations, Super Constellations, Martins and Douglass C-54's are used. Domestic flights operating into Idlewild airport can provide for the swift transfer to international flights without a change of airport. TWA also provides booking service for freight bound from coast to coast in the U. S. via its big new Super-G Constellations.

In addition to direct service to points on TWA, shippers may send freight to any destination with only one waybill through interline agreements with other airlines. By combining air and surface transportation, there is virtually no destination that cannot be reached.

Offering advice to shippers on how to expedite freight movements, Russ urged that export documents be in proper order and shipping instructions be specific. The complete address of the consignee should be marked plainly on the container.

Russ said that the biggest recent gains in airfreight business have been obtained in the textile industry, where speed and safe handling

are particularly advantageous. He added that almost all international shipments in the watch industry are carried by air.

Russ said that TWA is trying to tell its story of airfreight advantages to executives in industries where air shipping has already been tried successfully. The competitive advantages are stressed. Summarizing, he said that "Air freight volume is increasing every day while the rates are going down slowly but surely as new and fast equipment is added. We firmly believe that businessmen can put their capital investments to work much faster through air shipments."

Airline Moves 19-Ton Computer to Germany

A 19-ton Univac electronic computer, the largest and heaviest unit ever shipped by air across the Atlantic, was brought to Frankfurt, Germany recently by Seaboard & Western Airlines. The Remington Rand computer — the first giant "brain" installation on the continent, was set up at the computer service center in the Battelle Institute, Frankfurt.

SIPMHE Pittsburgh Chapter

(Continued from Page 12)

Majesky, of the same company, was elected secretary-treasurer pro tem. Regular officers will be elected in May. The newly formed SIPMHE Chapter has already announced a program which will include packaging and handling specialist speakers, plant tours, and special events planned in cooperation with other professional societies in the Pittsburgh area.

Columbia, Rutgers to Offer Courses In Packaging in Spring Term

Courses in packaging will be given during the spring term at Rutgers University in Newark, N. J., and at Columbia University, New York. The Rutgers' course, beginning January 30, is co-sponsored by the Eastern Division of SIPMHE.

Leading members of the SIPMHE group will be the instructors at the Wednesday night sessions until May 22. The relation of physics and chemistry to packaging, cushioning materials, bags, folding and set-up boxes, corrugated fibreboard containers, tubes, bottles, drums, plastic containers, export packing and military packaging will be among the subjects covered. Instructors will include: Julius J. Puchy of Weston Electrical Instrument Corp.; Allyn C. Beardsell, president of Container Laboratories, Inc.; Frank Cohen, Chief of Packaging Branch, New York

(Continued on Page 18)



The ever-broadening use of trucks and all types of truck carriers has forced the shipping manager to insure that his operations in regard to trucking are carried out with the greatest efficiency. The Genesee Region Truck Owner's Federation, Rochester, N. Y. has

American Trucking Associations developed an outline of good shipping procedures which every shipper would do well to heed. They also believe in promulgating the American Trucking Association's "Shipper's Code," printed on page 18 of this issue.

13 Tips For Getting The Most Out Of Truck Shipping Operations

By ROBERT DYMENT

FREIGHT RATES ARE BECOMING increasingly higher. Because of the high freight rates, many firms are faced with the necessity of shortening their lines of shipping or setting up warehouses at an expensive figure because of these rates.

With the operating costs being borne by the motor carrier industry, there is no reason for anyone to believe that this level of rates will not continue to climb, thereby increasing the problem many times over.

To help solve this problem, it would seem that a company in order to minimize these raises, should streamline their shipping and receiving department in order to help the motor carrier operate more efficiently, so that their costs do not spiral faster than a shipper can absorb the higher freight charges that result.

The Genesee Region Truck Owner's Federation, Rochester, N. Y. an association of intercity common motor carriers, have come up with the following suggestions and recommendations. Companies who have their own fleets of trucks or who hire carriers, will find these recommendations helpful in cutting costs and streamlining their freight, receiving and shipping departments.

1. Preparation of the Shipment

- a. Proper packaging for easy handling
- b. Proper marking for easy distribution
- c. Have the bill of lading typewritten in advance
- d. Call the carrier so he can plan his pickups

2. Selection of a Carrier

- a. Know your carrier and his key personnel

- b. Select only recognized carriers
- c. Select the carrier with the most direct service
- d. Select the carrier with the lowest through rate commensurate with a good service.
- e. Keep to a minimum the number of trucks in your receiving and shipping rooms.

3. Shipping

- a. Have sufficient help available
- b. Avoid congestion in your shipping platform
- c. Have proper handling facilities
- d. Make sure that you're open the hours that such a carrier works—8:00 a.m. to 5:00 p.m.

4. Claim Filing

- a. Proper preparation of documents
- b. Know the statute of limitations
- c. Keep all packaging available for inspectors

5. Tracing

- c. Make sure you have original bill of lading—the one that is handling the shipment
- b. Have name of shipper, origin, destination and date of pickup, available when tracing
- c. Make sure you have originally bill of lading on hand
- d. Do not make unnecessary demands on time of tracing
- e. Give the carrier a reasonable time to transport the merchandise.

6. Routing

- a. Be sure the carrier services the origin.
- b. If you route the best way or the cheapest

(Continued on Page 18)

CAPACITY

Largest capacity in airfreight enables American to serve shipping executives better than any other airline



A typical 100 lb. shipment from New York to Chicago costs only \$7.50 —only \$18.80 from Chicago to San Francisco.

When shipping executives use airfreight to simplify distribution problems . . . to be sure of better handling . . . or simply, to cut transit time from days to hours, they specify American Airlines Airfreight. It's their best assurance of fast forwarding, dependable on-time deliveries. That's because American has the space available when and where it's needed most with a combined potential of over 1,000,000 lbs. daily—the greatest capacity in airfreight!

AMERICAN AIRLINES AIRFREIGHT

carries more cargo than any other airline in the world

. . . for more details check ☐s on HELP-O-GRAM card.

13 Tips For Truck Shipping

(Continued from Page 16)

way, make sure your supplier notifies you how and when he shipped it.

7. Receiving and Inspecting

- a. Instruct receiving personnel to check condition of the outside container before signing for shipment.
- b. If the outside container shows indications of inward damage inspect it at once.
- c. If obvious outside damage or possible loss is suspected, count the contents and make notations on the freight bill.
- d. Don't ask the carrier for ambiguous notations on your freight bill.
- e. Don't refuse a shipment until you are sure you cannot use it. It is very costly for the carrier and customer to handle refused shipments.

8. Payment On Freight Bill

- a. Try to arrange a credit rating with your carriers. Much time is wasted in cash payment.
- b. If you pay your shipments by cash it is suggested you open a small checking account for that purpose so that larger amounts can be paid at the time of delivery.
- c. Pay your charge freight bills within the prescribed I.C.C. limitations of 7 days. This saves the carrier the additional cost of follow-up.
- d. Don't arbitrarily make changes in amounts on the freight bill before remitting without contacting the carrier.

9. Encourage Your Purchasing Agent and Others to See Transportation Representatives.

10. Encourage Your Shipping and Receiving Clerks to Study Transportation Subjects in Local Colleges.

11. Take An Active Part In Rate Cases

- a. Accomplish this through your local transportation organizations, chamber of commerce and others.

12. Avoid Congestion At Your Place of Business

- a. This is often caused by the personnel's attempt to favor too many carriers, each one not having a large enough stake in your business to give the personal service you deserve.
- b. Try and utilize carriers that have the largest coverage with the best service.

13. Special Services

- a. Don't ask your carrier for special services which increase costs. The freight rates which you are charged cover a free pickup by one man, transportation over the road and a free delivery by one man. Addition-

al handling or special services are chargeable beyond this rate to the shipper or receiver.

In planning for the future and streamlining for the present, you shouldn't forget to streamline your transportation operations. Transportation costs are an integral part of the total cost of products. Changes can often effect a one or two penny saving on all items bought or sold.

The American Trucking Associations has what they call the "Shipper's Code," and can help speed the goods being received or shipped. The "Shipper's Code" is as follows:

"We recognize that our carriers are important to the success of our company. Therefore, we will:

1. Give our carriers a delivery schedule so our receiving docks will be clear when they arrive.
2. Set up a shipping and pickup schedule so that our carriers will not have to wait.
3. Schedule some carriers in for early pickup, especially large shipments.
4. Advise our carriers well in advance of our volume of shipments and any special equipment we need.
5. Pack our shipment in sizes for easy handling.
6. Mark our packages clearly so checking is simple.
7. Assemble our shipments for each carrier in one area to speed loading.
8. Provide our carrier with clear complete copies of our bills of lading.
9. Have our bills of lading ready when the driver calls.
10. Provide good handling equipment and dock plates.
11. Load shipments in a special sequence if our carrier requests.
12. Give the driver a hand when he needs it."

Columbia, Rutgers Pkg. Courses

(Continued from Page 15)

Army Ordnance District; and John D. Farrington, Jr., Jiffy Mfg. Company.

1957 Canadian Packaging Show Set For November in Toronto

A record total of 17,800 people attended the 5th Canadian National Packaging Exposition in Toronto last November, it was announced recently by T. M. Dutton, newly-elected president of the Packaging Association of Canada.

Enthusiasm was greater at this show than at any previous PAC event, Dutton reported. He said that the 1957 show will take place November 5-7 at the Automotive Building in Toronto. Reservations are being accepted now for exhibit space.



COMBINED WITH

**shipping
MANAGEMENT**

and *The Air Shipper*

INDUSTRY LEADERS IN HIGHLY HOPEFUL MOOD

• YEAR-END SUMMARIES AND FORECASTS FOR 1957 have included the following:

Robert W. Prescott, president, The Flying Tiger Line — A substantial increase in both air freight and contract revenues can be expected in 1957. In 1956, the industry saw the largest increase in air freight equipment and service in recent years, and the full impact of this expansion should be realized in 1957. All segments of the industry are participating in both an expansion of operations and the normal growth that attends the development of the air freight and contract business.

W. A. Patterson, president, United Air Lines — The company will show an increase in 1957 of from 8 to 12% in revenue passenger miles, and from 5 to 10% in freight ton miles. A smaller increase is expected in mail to miles, while express volume will approximate the 1956 figure. New records were set in all phases of 1956 operations, and will again be set in 1957. The greatest airlift in the annals of the company was made possible through delivery of 18 new aircraft, which boosted available passenger-cargo ton miles by 14%.

Anker Palvig, cargo sales manager, Scandinavian Airlines System — The airline's 1957 North Atlantic freight volume will match or better the gains of 1956-57. Air cargo over the transpolar route, now in its third year of operation, will level off but continue to grow. West Coast shippers are becoming acquainted with the ease and efficiency of the transpolar route, and there is no doubt that future cargo from the western part of the U. S. will constitute a substantial percentage of the over-all

SAS traffic. In 1957, SAS will continue to use combination passenger-cargo aircraft on most of its routes — offering shippers a very high cargo capacity plus passenger plane speed.

Chas. E. Beard, president, Braniff International Airways — The year 1956 was the most significant period in the history of the firm. It witnessed Braniff's entry into the Northeast area with its vast traffic potential; the conclusion of bi-lateral agreements between the U. S. and Colombia which will permit Braniff's entry into Bogota; and the planning and initial implementation of the airline's long-range aircraft acquisition and facilities improvement programs, as well as the completion of its plan to finance the long-range programs.

• WORLD AIRLINE OPERATIONS should maintain their remarkable rate of growth during 1957 and achieve new record totals of freight, mail and passengers, according to the International Air Transport Association. IATA estimates that the world's scheduled airlines (excluding those of the USSR and China), domestic and international, carried in 1956 some 1,500,000,000 tonne-kilometres of freight and over 400,000,000 t/k of mail (about 1,000,000,000 ton-miles and about 275,000,000 ton-miles, respectively). Commenting on the rate of growth in air traffic of the past five years, Sir William P. Hildred, IATA Director General, said: "As each year's traffic total grows larger, annual increases on the order of 10 to 15% become the more remarkable and perhaps the more difficult to achieve. Nevertheless, the auguries for continued expansion are good."

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Rates ★ Tariffs ★ Commodities

● THE FOLLOWING ADDITIONS OR CHANGES are now included in the specific commodity rates tariffs of Trans World Airlines, effective on dates shown, between New York or Boston and sideline city herein indicated: Cut flowers, to London, Liverpool, Glasgow, Birmingham, 54¢ a lb., minimum 100 lbs.; from Amsterdam, same rate and minimum; Jan. 12. * Tobacco samples, minimum 22 lbs., to Baghdad - \$1.24 a lb., Damascus - \$1.13, Gothenburg - 91¢, Innsbruck - 88¢; from Kristiansand - 88¢, Kuwait - \$1.28, Linz - 89¢, Malmo - 91¢, Marseilles, Nice - 84¢, Prague - 85¢; Jan. 1. * Essential oils, from Marseilles, Nice, \$1.23 per kg., minimum 45 kgs. * Business and office machinery, not elsewhere specified, to Aden, Aden Protectorate, or to Bahrain Island, Persian Gulf - \$1.10 a lb., minimum 100 lbs., to Ankara - 97¢, Damascus or Kuwait - \$1.07, Gothenburg - 67¢, Innsbruck - 60¢, Linz - 60¢, to Luanda (from New York only), \$1.28 or \$1.21 a lb., when minimum weights are 220 and 1,100 lbs., respectively, Malmo - 66¢, Naples - 63¢, Tripoli - 90¢; Jan. 1. * Typewriters, non-electric, portable, to Gothenburg or Malmo, 58¢ a lb., minimum 100 lbs., Naples, 54¢. * Musical instruments, musical boxes, gramophones (phonographs), excluding radios, radio-phonograph combinations, television sets and any combinations with watches and clocks, to Gothenburg or Malmo - 63¢ a lb., minimum 100 lbs., to Innsbruck or Linz, 54¢; Jan. 1. * Gramophone records and recording tape, to Gothenburg or Malmo - 63¢ a lb., minimum 100 lbs., to Innsbruck or Linz - 53¢; Jan. 1. * Juke boxes, to Cologne or Dusseldorf, 45¢ a lb., minimum 1,100 lbs.; Jan. 1. * Optical goods, photographic and projection equipment, supplies and accessories, not elsewhere specified, excluding newsreel and 35 mm. motion picture film, exposed, to Copenhagen - 63¢, Gothenburg - 66¢, Innsbruck, Linz, Salzburg, 59¢ a lb., minimum 100 lbs., to Kristiansand, Oslo, Stockholm, 69¢, Malmo - 65¢; Jan. 12. * Newsreel and 35 mm. motion picture film, exposed, including advertising material appertaining thereto, minimum 100 lbs., to Copenhagen - 63¢, Gothenburg - 66¢, Innsbruck, Linz, Salzburg, 60¢, Kristiansand, Oslo, Stockholm, 69¢, Malmo - 65¢; Jan. 22. * Empty watch cases, metal, from Glasgow, \$1.21 per kg., minimum 45 kgs. * Pens and pencils, minimum 100 lbs., to Innsbruck or Linz - 55¢ a lb., Teheran - 98¢, Tripoli - 80¢; Jan. 1. * Carved wooden curios, from Bombay or Delhi (rates apply only to New

York), \$2.49 per kg., minimum 45 kgs.; Jan. 1. * Tobacco, not elsewhere specified, including cigars, cigarettes and smokers' requisites including only pipes, humidors, cigar and cigarette holders, lighters, ashtrays, tobacco pouches, pipe cleaners, cases, racks, reamers and filters, to Beirut or Damascus, \$1.03 a lb., minimum 100 lbs.

● EFFECTIVE JAN. 25, THE SPECIFIC commodity rates tariffs of Braniff International Airways will include the following addition: Household goods and personal effects of an individual or a family making a change of residence--(a) household goods used, not for resale; (b) Personal effects, consisting of wearing apparel, cosmetics, toilet articles and articles worn by an individual, used, not for resale, when in mixed shipments, with the commodity named in (a) above, subject to a minimum charge of \$250 per shipment, from Miami to Lima, Peru, 36¢ a lb., minimum 1.100 lbs.



Warns of Lost Opportunities When Cities Fail to Provide for Air Transport Boons

● THE FUTURE IMPACT OF AIR TRANSPORTATION, with its inherent advantages, will be enjoyed by a community only if it is wise and far-sighted enough to want to enter the air age, Frank J. Macklin, Assistant Vice President—Traffic of the Air Transport Association, said last week in an address before the Reading, Pa., Traffic Club. "It is easy to stay out of the air age. Don't build up your airport facilities; refuse to accelerate your thinking and imagination to equal the speed and range of modern aircraft; don't take advantage of air opportunities. Do all that and the air age is sure to pass you by," he warned.

ONE AREA IN WHICH AIR TRANSPORTATION has not received the same acceptance as in the carriage of people, Mr. Macklin said, is the distribution of goods. He pointed out that regular use of air cargo can help many businesses by cutting many costs of distribution - such as packaging and in lower insurance rates - and by the expansion of markets and the increased opportunity for sales, coupled with lower inventories and less need for warehousing.

Traffic Statistics

● **CARGO TRAFFIC OVER LEADING AIRLINES** during November (in ton miles) — **American Airlines:** freight, express, mail — 10,225,000, of which 7,657,479 were freight. * **Trans World Airlines:** domestic freight — 2,274,703, express — 860,438, mail — 1,067,524; overseas freight — 687,632, mail — 947,549. * **United Air Lines:** freight — 4,575,000; express — 1,054,000; mail (including first-class) — 2,195,000.

● **A GAIN OF 25.8% IN FREIGHT TONNAGE** over the year before has been reported by **British European Airways** for 1956. In 1955 there was a rise of 24.9% over the previous year.

● **SOME 630 TONS OF FREIGHT** were flown across the Pacific by **Japan Air Lines** in 1956, an 87% increase over the 1955 figure and a faster rate of growth than that shown by passenger gains.

● **FREIGHT AND MAIL TRAFFIC** over **Air France** for the first nine months of 1956 amounted to 54,194,561 and 15,746,791 tonne-kilometres, respectively — increases of 14.5% and 24.2% over the figures of the first nine 1955 months.

● **CARGO TRAFFIC MOVEMENT** (in lbs.) through leading airports during November — **Four New York region airports (La Guardia, New York International, Newark, Teterboro):** scheduled domestic freight — 22,564,400, express — 4,416,600, air mail — 4,628,500, first-class mail — 1,656,200; scheduled overseas freight — 6,213,300, mail — 1,605,000; non-scheduled freight — 1,325,400; October helicopter freight and express — 489,100, mail — 215,800. * **Miami International Airport:** domestic freight and express — 3,575,279, mail — 826,212; international freight — 13,167,196, mail — 314,796. * **Seattle-Tacoma International Airport:** freight — 2,699,310, express — 251,924, air mail — 1,614,172, first-class mail — 163,371.

● **IN A YEAR-END REPORT OF TRAFFIC** over the scheduled airlines, based on actual data for 10 months and estimates for the last two months of 1956, the Air Transport Association tabulated freight ton miles at 383,126,000, a gain of 14.2% from the year before. Mail ton miles went up 6.7% to 154,960,000 in 1956, while express ton miles rose 8.6% to 55,468,000. Revenue ton mile total for the industry — domestic trunklines, local service lines, interna-

Routes ★ Services

● **A TEMPORARY FOREIGN AIR CARRIER PERMIT** has been issued by the Civil Aeronautics Board to **Cuban Colonial Air Express Corporation**, authorizing it to engage in indirect air transportation of property only from Miami to points in Cuba for a period of five years. This air freight forwarder accepts packages in New York as well, shipping them to Miami by common carrier motor vehicle. No consolidation is performed in New York. All packages received in both cities are assembled and consolidated in Miami, where necessary shipping and consular documents are prepared. Shipment is made to Cuba by common air carrier. Traffic is solicited only in Cuba.

● **AIR CARGO RATES AND GENERAL INFORMATION** are offered in Memorandum Tariff No. 4, effective Jan. 1, by the **British Overseas Airways Corp.**

● **MAXIMUM DIMENSIONS OF PACKAGES** which can be loaded into its various aircraft are tabulated in a folder issued by **British European Airways.**

● **STARTING THIS MONTH**, the Panamanian activities of **Air France** are under the direction of the North American Division of the company.



tional carriers, territorial airlines, helicopter services, the Alaskan carriers — showed an increase of 17.4% over the 1955 figure to 3,570,904,000 in 1956 (passengers, foreign and domestic mail, express and freight).

● **MORE THAN 2,270,000 LBS.** of revenue cargo was carried by **Scandinavian Airlines System** across the North Atlantic in the period of October, 1955–September, 1956, an increase of 20% over the previous fiscal year. On the transpolar route, **SAS** lifted 280,000 lbs. of cargo between Los Angeles and Europe, the Near and Far East and Africa. This was an increase of 93% over fiscal 1954–55.

● **OUTBOUND SHIPMENTS** totaling approximately 7,197,350 lbs. were handled in 1956 by **Air Express International**, comparing with 5,794,254 lbs. for 1955. Inbound air cargo figures were not yet available at the time we went to press.

People & Places

● **THE TITLE OF VICE-PRESIDENT** and General Manager for KLM Royal Dutch Airlines in the U. S. has been given to **Dirk J. Koeleman**. Two other executives, both in the U. S. division, have been made vice-presidents: **Paul A. Gideonse**, sales, and **Edward R. de Vries**, finance.

● **APPOINTED DIRECTOR, TRAFFIC**, for American Airlined: **John H. Mahoney**.

● **NAMED DIRECTOR OF INTERLINE SALES** for Seaboard & Western Airlines: **Robert W. Lake**.

● **APPOINTED VICE-PRESIDENT OF SALES** and traffic for Panagra (Pan American-Grace Airways): **Cyrus S. Collins**.

● **NAMED VICE-PRESIDENT** and assistant general manager for Airborne Freight Corporation: **Howard C. Rolie**.

● **SWORN IN AS ADMINISTRATOR OF CIVIL Aeronautics**: **James T. Pyle**.

● **RESIGNED AS DEPUTY UNDER SECRETARY** of Commerce for Transportation: Brigadier General **Thomas Bayne Wilson**.

● **ELECTED PRESIDENT FOR 1957** of the Institute of Aeronautical Sciences: **Mundy I. Peale**, president, Republic Aviation Corporation.

● **BEGINNING HIS SECOND DECADE** in the transportation industry as assistant cargo sales manager for Scandinavian Airlines System: **Dennis Crimmins** (formerly with BOAC and TWA).

● **ROBERT L. ALLER OF OMAHA** HAS BEEN AWARDED the Seaboard & Western Airlines Fellowship for the current academic year at the Columbia University Graduate School of Business. S&WA fellowships were established in 1951 for the study of sources of supply markets, handling methods of packaging goods that are adaptable to economical North Atlantic air transport. They are also intended to make industry, commerce, labor, agriculture, government and the professions increasingly aware of growing opportunities that air freight offers in world trade.



ON LATEST MANIFESTS

● **AIR FREIGHT IS PLAYING A PART** in the current March of Dimes Campaign of the National Foundation for Infantile Paralysis, as Emery Air Freight Corporation carries the valuable gold coffee pots loaned to the Foundation to help build up contributions. A series of Chain Coffee Parties is taking place in the capital cities of 41 states, and in Hawaii, Alaska, and Washington, D. C. At each such fund-raising affair, a 'First Lady', usually the Governor's wife, serves her guests from one of three specially-made golden Coffeemats manufactured by Landers, Frary and Clark. One is solid gold, set with 258 diamonds and 150 rubies, and is valued at \$50,000. The other two are golden replicas set with rhinestones and garnets, and each is valued at a paltry \$2,000. As all the parties are being held within the same rather brief period and travel schedules are very tight, Emery Air Freight is flying the coffee pots from city to city across the nation so that each First Lady may open her party with a gold coffee pot.

● **THREE BELL HELICOPTERS PIGGY-BACKED** from New York International Airport to Dusseldorf in a Seaboard & Western Airlines Super Constellation freighter. The 12,645-lb. shipment, consigned to the West German Army, is believed to be the largest rotary-wing load ever airlifted across the Atlantic in an all-cargo plane. Except for the rotors and booms, which went in lightweight frames, the helicopters were not crated.



▲ **THE FOURTH ALL-CARGO SCHEDULED AIRLINE** to join the Air Express network in 1956 is AAXICO (The American Air Export & Import Company), bringing to 33 the total of carriers transporting air express. Photo shows initial air express shipments being loaded aboard a C-46 AAXICO transport at New Orleans, La.

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News-Promotions

STEVENS INSTITUTE OF TECHNOLOGY will offer a course in "Marine Cargo Handling," beginning February 6.

CONTAINER LABORATORIES, INC. has elected James A. Sargeant vice president. Before joining the firm in 1953, he was chairman of the Army Packaging Board and Chief of the Packaging Section, Army General Staff. Sargeant will continue to manage Container's Chicago Division.



JAMES A. SARGEANT

Simultaneously, Jerome J. Kipnees, general supervisor, announced that Container will sponsor training courses in packaging for industry personnel during the first quarter of 1957. Packaging materials and methods, cost reduction, specifications, design, quality evaluation and carrier regulations will be covered.

J. L. S. SNEAD, JR., president of Consolidated Freightways, Inc., has been elected chairman of the Regular Route Common Carrier Conference, American Trucking Associations.

OWENS-ILLINOIS GLASS CO. has started construction of a new glass container manufacturing plant in Atlanta. The plant will be on an 85-acre site and will be capable of producing about 300 million glass containers annually. It is scheduled for completion in the summer of 1957.

Thomas R. Lynch, chairman of the National Container Committee, has been appointed director of transportation of the Fibre Box Association and the National Paperboard Association, according to Albert W. Luhrs, executive manager of the group.

PACIFIC COAST ASSOCIATION OF PORT AUTHORITIES held a three-day convention recently in San Francisco. Newly-elected officers are: President, Edward H. Savage, vice president, Seattle Board of Harbor Commissioners; first vice president,

(Continued on Page 25)



*For quick
on-schedule
handling...*

Ship your LCL via B&O

Let B&O "baby" your LCL with the careful supervision that promotes dependable delivery. B&O Time-Saver Service offers you all the natural advantages of modern rail transportation. That's why less-than-carload freight can be moved *quickly* and *on-schedule* to suit your distribution needs.

For truly outstanding services... ship via B&O Time-Saver!



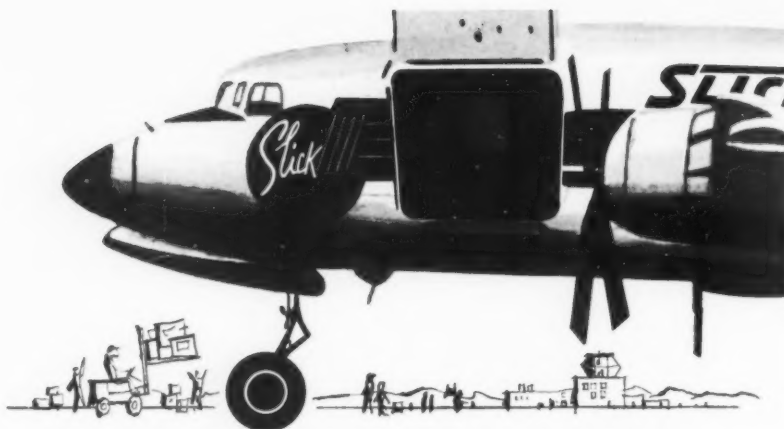
Ask our man!



Baltimore & Ohio Railroad

Those who know—use the B&O!

... for more details check #17 on HELP-O-GRAM card.



RESERVED FOR YOUR CARGO!

Slick's all-cargo operation is accomplished by Slick's fleet of modern airfreighters . . . the largest in the world . . . giving you all these advantages:

- No bumping of cargo or off-loading for passengers
- Big plane capacity with all space reserved for your cargo
- Big doors to accommodate the largest shipments
- Strategically located stations — 30 of them — dedicated exclusively to rushing your goods to destination
- Cargo-minded personnel — almost 2000 airfreight experts — devoted to the speedy ground-handling, swift flight, careful, breakage-free, pilferage-free, delay-free Slick delivery.

Concentration on cargo volume gives you low rates, too . . . and the lowest minimum in the industry. Call your local Slick station for information . . . and the best in service . . . today!

Slick airways inc.

World Headquarters:

3415 Cedar Springs Road, Dallas, Texas

Domestic and International Air Cargo • Air Mail •

Air Express • Overseas passenger Charter

Certificated Scheduled Air Carrier • Member ATA

. . . for more details check #14 on HELP-O-GRAM card.

100 stencils an hour!



It shifts for itself!

- Automatic Paper Carriage
- Automatic Line Spacer
- Space-Saving Operation
- Cushioned Hand Wheel
- Cushioned Short-Stroke Handle
- Proper Reading Angle Character Dial
- Safety Hood

Pays for Itself Many Times Over!

IDEAL

STENCIL MACHINE CO.

108 IOWA AVE., BELLEVILLE, ILL.

WRITE for free demonstration!

. . . for more details check #12 on HELP-O-GRAM card.

John P. Davis, president, Port of Long Beach; second vice president, Capt. B. D. L. Johnson, port manager, Vancouver, B. C.; and secretary-treasurer, R. O. Edwards, assistant to port manager, Seattle.

PACIFIC INTERMOUNTAIN EXPRESS CO. has established a new off-line office in Atlanta, Ga. to develop freight movements to and from the Southeast, it was announced by Parkman Sayward, vice president, sales and traffic. Frank McCarley will direct the Atlanta office.

Meanwhile, P-I-E- opened a new terminal at Topeka, Kansas under the direction of Arthur Toomay. The appointment of Robert E. DuBois as branch manager at Pomona, Calif. was announced by O. R. Roberts, Jr., Los Angeles district manager.

SCANDINAVIAN AIRLINES SYSTEM has appointed Dennis Crimmins as assistant cargo sales manager. Formerly he was with BOAC and TWA.



DENNIS CRIMMINS

AMERICAN SISALKRAFT CORPORATION has announced the appointments of Ed Gelpke and John J. Kelly as regional managers for industrial sales in Chicago and Pittsburgh, respectively. Previously, Gelpke was with American Lace Paper Co., while Kelly was assistant industrial manager in Chicago.

JEFFY MANUFACTURING COMPANY has appointed Covington Logan as district representative in Kentucky, Southern Indiana and West Virginia.

KRAFT BAG CORPORATION has appointed Ed Burgers, Jr. as eastern sales manager. Formerly, he was sales promotion manager. Ted Belfit was named a sales representative in Pennsylvania, New Jersey and the Metropolitan New York area.

NATIONAL ASSOCIATION OF SHIPPERS ADVISORY BOARDS elected T. Chase Burwell as president at its annual meeting in Los Angeles. Burwell is vice president of the A. E. Staley Manufacturing Co. He succeeds John W. Witherspoon, assistant

(Continued on Page 27)



Private Organization Competes With—And Beats Parcel Post

A LARGE MANUFACTURER of drugs, located in Boston, Mass., made daily shipments of highly perishable commodities to small cities and towns a few hundred miles distant. Because next day delivery was a must, and because parcel post would take anywhere from three to seven days to these remote locations, truck shipments were made even though the weight of each consignment was ten pounds or less.

Needless to say the transportation charges were exorbitant, but the drugs were a necessity and no other method of trans-

portation was available. Now, thanks to one of the enterprising innovations in our national transportation system, these same drug shipments are picked up in Boston at 3 p.m. each day and delivered by 10 a.m. the next morning, at only one-fifth of the previous cost.

A dealer in San Francisco had an unanticipated response to a sale and on a Thursday afternoon found himself out of merchandise with the nearest supply 300 miles away. After a brief phone call, a fresh supply was delivered to him before his store opened the next morning.

Surprisingly enough neither of these instances or the thousands like them which happen each day are given expedited service nor do these shipments cost more than regular parcel post. It simply is normal service by a carrier that has revolutionized the transportation picture and come up with the greatest change in transport since the advent of air cargo some twelve years ago.

The Carrier is United Parcel Service, an organization which has put itself into direct competition with parcel post. Although at the present time this service operates largely within the confines of certain states it is anticipated that eventually it will encompass most of the larger territories of the United States.

The operation is simple and fast. Normally United Parcel establishes itself within a state and charges on a zone basis, which is similar to that of parcel post. The charges are based on so much per pound and per piece and in most instances approximate the charges that would have been paid via parcel post. Shipments are written up in a master book, similar to a master parcel post insured book which precludes writing separate bills of lading for each consignment.

Once a day on a regular schedule the carrier's truck picks up the merchandise which is ready and transports it to a major terminal. From this point the material is dispatched by truck to all points served by them. The amazing part of the whole operation is that next morning delivery is accomplished without fail to any city, town or county within the territory regardless of the size or its proximity to

(Continued on Page 32)



METROPOLITAN TRAFFIC ASSOCIATION OF NEW YORK will hold its annual dinner-dance on January 12 at the Hotel Commodore. Heading the arrangements committee are: **George Weber**, chairman; **Don Snyder**, co-chairman and **Bob Shand**, vice-chairman.

John K. Ryan of Remington Rand, Inc., was general chairman of the annual dinner held by the **Transportation Club of Buffalo** on November 29. **A. F. Koch** of American Radiator & Standard Sanitary Corp. was dinner chairman.

ASSOCIATED TRAFFIC CLUBS OF AMERICA has elected **F. L. O'Neil**, General TM of Minnesota Mining & Manufacturing Co., as its president for this year. Other new officers are: **L. E. Gelaspie**, director of traffic, Reynolds Metals Co., executive vice president; **John E. Meyers**, vice president for South Pacific Region; **Raymond P. DeGrotte**, secretary; and **R. Paul Yellen**, treasurer.

NATIONAL INDUSTRIAL TRAFFIC LEAGUE has elected **W. H. Ott**, general TM of Kraft Foods Company, as its vice president. **Grant Arnold**, general TM of E. J. Lavino & Co. was elected president.



W. H. OTT

Proceeds of the annual Christmas Party held by the **Women's Traffic Club of San Francisco** on December 20 were donated to the Hungarian Refugee Fund.

NEW PRODUCTS IDEAS SERVICES

→ FOR JANUARY, 1957

Air Tool Oiler

Working time in oiling of pneumatic portable tools can be reduced by as much as 80 percent through use of the new "Inject-O-Mist," made by Carlson Products, Inc.



The company stated that this oiler can increase tool efficiency by 50 percent. The oiler was designed to protect and lubricate such tools as air staplers, sealers, nailers, strappers and other air activated tools with air cylinders working on intermittent principal.

The "Inject-O-Mist" attaches directly to the tool and works on all air line pressures without adjustment. It breaks oil into a microscopic mist and injects it into the tool with each impulse. Total weight of the oiler is five ounces.

(Check #51 on card facing page 6).

"Do It Yourself" Truck Kit

"Do It Yourself" has now spread to platform trucks with the introduction of a kit containing all of the parts necessary for making such trucks.

Milwaukee Truck Co. announced that the kit contains two ball-bearing race swivel casters, two matching rigid centers, handle attachment brackets, tubular steel handle, attachment hardware and assembly instructions. The buyer has his choice of platform size and material to meet his requirements.

(Check #52 on card facing page 6).

Folder on Card Fibers

Navy research into the mechanical properties of cordage fibers has been

summarized in a report, entitled, "Factors Affecting the Efficiency of Cordage." The report is available at 50 cents from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C.

New Postage Scale

An extra large color band chart which guides the eye almost instantaneously to the proper zone postage computation is the chief feature of the new Imperial 70 lb. automatic computing parcel post scale made by Triner Scale and Manufacturing Company.

The chart is a fan-type shape and much larger than previous models. The chart is lithographed on metal which eliminates any possibility of displacement or wrinkling, and it is replaceable in the event of postal rate changes. The scale mechanism is the twin pendulum gravity system and has no rack, pinions or springs.



Among other important construction features is the use of a shock-resistant double frame. There is a sturdy all welded inner frame that is completely independent of the outer case in the upright fan section. This means that accidental jarring of the fan section will not affect the scale mechanism or throw the scale off "zero." Should repair ever be necessary, the inner frame member can be removed from the case for ready accessibility or quickly replaced as a sealed unit.

(Check #53 on card facing page 6).

Tape Dispenser

Designed to dispense a new "Per-venae" thermo-plastic packaging and labeling tape, the Nashua Corporation's "Thermo-Tayper," a single unit portable hand-operated machine featuring dry tape printing and ready-to-use tape dispensing was introduced recently.

The machine is adapted for printing simple identification tearoff labels. Provision is made in the cylinder-printer for insertion of rubber plates and rubber-type slugs for quick printing changes.

(Check #54 on card facing page 6).

Carton Stapler

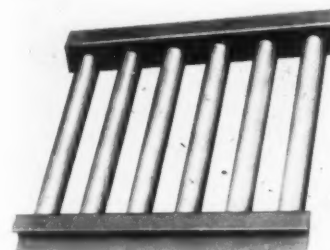
One-hand carton closing is now possible with the new Clincher stapler recently announced by International Staple & Machine Company.

Simplified driving linkage and an effective spring return allow a carton to be closed within seconds. Whatever the thickness of the corrugation, the stapler can be adjusted quickly for any depth of penetration, from a blind clinch to a full clinch. Maintenance is simple, the company stated, because the entire unit can be disassembled in five minutes and put together again in 10 minutes.

(Check #55 on card facing page 6).

Portable Conveyor

Designed for handling light-weight parcels, parts and packages, a portable gravity roller conveyor has been introduced by Harry J. Ferguson Company.



The conveyor, known as No. 220, can be moved easily to any location
(Continued on Page 29)

Packing A Punch

(Continued from Page 5)

mining, wholesaling, and other business. Some 3,000,000 are in the farm truck classification. The rest are for-hire carriers. "Trends" shows there were 2,640 Class I motor carrier companies in 1954, the latest year for which ICC figures are available. A Class I motor carrier is one having an annual gross revenue of \$200,000 or more.

In 1954 trucks traveled 68,374,000,000 miles over rural roads—this astronomical figure being derived from U. S. Bureau of Public Roads data, and not including intercity vehicle miles through urban places. The total was only some 45,900,000 miles more than in 1953—but it was twice as far as trucks traveled only ten years ago, in 1944.

News-Promotions

(Continued from Page 24)

general traffic manager of United States Rubber Company. **Ralph E. Covey**, traffic manager of American Sugar Refining Company, and **Louis A. Schwartz**, general TM of the New Orleans Traffic and Transportation Bureau, were elected vice presidents.

MISSOURI - KANSAS - TEXAS RAILROAD COMPANY's board of directors elected **Robert E. Thomas** chairman of its enlarged executive committee. Simultaneously, **J. F. Hennessey**, vice president for traffic, announced the opening of new traffic agencies at Omaha, Neb., Indianapolis, Ind., and Louisville, Ky.

SPEEDWAYS CONVEYORS, INC. has announced the appointment of **Hubert F. Green** as general sales manager. He will direct the company's sales and distributor networks.

GUMMED PRODUCTS COMPANY has named **John Dilworth** manager of its sealing tape department. He was formerly traffic manager and manager of printed sealing tapes and production scheduling. He succeeds **Edward F. Herrlinger, II**, who recently became vice president in charge of sales.

SPECIFICATION PACKAGING ENGINEERING CORP. has advanced **Breo Freeman Jr.** to the position of vice president and general manager. Previously, he was assistant general manager.

MORNINGSTAR, NICHOL, INC. recently elected the following to its board of directors: **Earl C. Lenz**, com-



"Wouldn't have happened if you'd picked a carton that was sealed with RED STREAK—"

RED STREAK



sealing tape

... no other form of closure offers so much for so little.

The Brown-Bridge Mills, Inc.,
Troy, Ohio

NEW YORK, 6 East 45th St. • CHICAGO, 608 S. Dearborn • PHILADELPHIA, 315 Clwyd Road, Bala-Cynwyd, Pa. • ST. LOUIS, 4378 Lindell Blvd. • SAN FRANCISCO, 420 Market St.

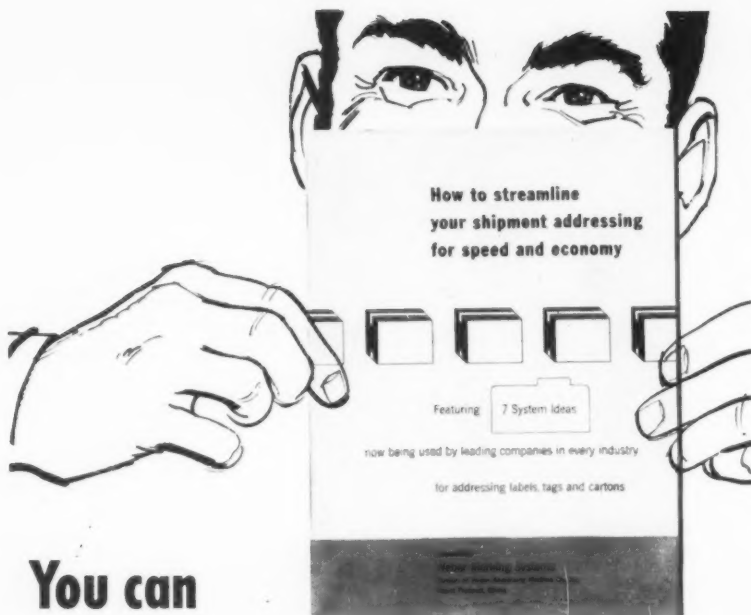
... for more details check #25 on HELP-O-GRAM card.

pany vice-president of sales; **Sam Schuller**, vice-president and technical director; **Samuel J. Lowenstein** and **Thomas Wood Morningstar**. In addition, the board elected three new officers: **Laurent J. LaBrie**, vice-president in charge of technical coordination; **Edwin M. Hillary**, vice-president in charge of production; and **Morningstar**, assistant vice-president and secretary.

FIBRE BOX ASSOCIATION has appointed **William J. Prudler**, a member of its Technical Committee. Prudler is vice-president and assist-

ant general manager of the Oakland Division, National Container Corp. of California.

CONVEYOR EQUIPMENT MANUFACTURERS ASSOCIATION elected **J. H. Walker** as its president. Walker heads the Fairfield Engineering Company. He succeeds **E. E. Boberg** of Standard Conveyor Co. Other officers are: Vice president, **Adrian W. Rich**, Fairmont Machinery Co.; treasurer, **H. E. Murken**, Hewitt-Robins, Inc.; secretary, **J. B. Nordholt, Jr.**, Webster Manufacturing, Inc.; directors, **L. J. Johnson**, Mathews Conveyor Co., **R. R.**



You can speed up your shipments with fewer people and eliminate costly errors

THE ANSWER—improve your method of addressing shipments. Remember, nothing gets shipped until it's been addressed. Old-fashioned labeling and stenciling methods can seriously delay shipments and waste precious time and labor. You can have the best planned order-filling system and the latest material handling equipment and never get your product off the shipping dock. The real key to an efficient, smooth rolling shipping operation is a modern system for addressing your shipments.

FIRST STEP—Send for this new comprehensive booklet "How to streamline your shipment addressing for speed and economy," describing 7 modern systems for fast, efficient addressing of labels, tags and cartons. It's jam-packed with helpful ideas.

HIGHLIGHTS OF THIS NEW ILLUSTRATED BOOKLET

- How to evaluate the efficiency of your shipment addressing operation
- Modern systems for addressing labels and tags
- The latest direct-to-carton stenciling systems
- The key to a better shipping operation
- Integrated shipment addressing, the newest trend in office systems

*Your free copy is waiting
Send for it today!*



Weber

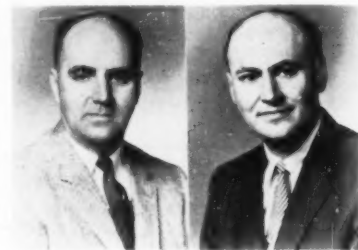
WEBER MARKING SYSTEMS
Division of Weber Addressing Machine Co., Inc.
Mount Prospect, Ill.
SALES AND SERVICE IN ALL PRINCIPAL CITIES

WEBER MARKING SYSTEMS Dept. 18-A
Division of Weber Addressing Machine Co., Inc.
Mount Prospect, Illinois
Please mail me a free copy of "How to streamline your shipment addressing for speed and economy."
Name.....Position.....
Company.....
Address.....
City.....Zone.....State.....

... for more details check ≈ 1 on HELP-O-GRAM card.

MacIntyre, Continental Gin Co., and Frank J. Shude, Anchor Steel & Conveyor Co.; and executive vice president, R. C. Sollenberger. Next year's annual meeting will be held at Point Clear, Ala., Oct. 12-15.

ROBERT GAIR DIVISION of Continental Can Company, Inc. has announced several recent appointments. George E. Prokupek was named assistant to William H. Caddoo, vice president in charge of boxboard operations. Everett Raymond was appointed to succeed Prokupek as assistant superintendent of the Tonawanda, N. Y. Boxboard Mill.



G. E. Prokupek

E. Raymond

Edward J. Runser, Jr., was named a special representative for container operations of the Gair Division, it was announced by Charles U. Harvey, general sales manager. Frank R. Soos was promoted to the post of assistant superintendent of the Elkhart, Ind. Folding Carton Plant.

Kenneth N. Beadle, director of safety of Pacific Intermountain Express Co., has been elected general chairman of the executive committee, commercial vehicle section, National Safety Council.

NATIONAL PAPERBOARD ASSOCIATION elected J. R. Kennedy president. He heads Federal Paperboard Company. Other new officers are: Vice presidents, Sture G. Olsson and H. L. Wollenberg; and secretary, Merritt C. Thiem, who holds the same post with the Fibre Box Association.

GUMMED INDUSTRIES ASSOCIATION elected T. H. Mittendorf for a second term as president. He is executive vice president of Hudson Pulp & Paper Corporation. The election took place at the association's annual meeting in November at White Sulphur Springs, W. Va. R. T. Meyer of Tape, Inc., was re-elected vice president, and Philip O. Deutsch was elected for a 20th term as managing director.

Named to the board of directors were: Roth F. Herrlinger, The Gummed Products Company; M. K. Rawlings, Crown Zellerbach Corp.;

Fred Rothschild, General Gummed Products, Inc.; J. A. Shartle, The Brown-Bridge Mills; Henry W. Stark, Jr., Rexford Paper Company; Fred Stocker, Stocker Mfg. Co.; and Saul Warshaw, Atlantic Gummed Paper Co. The group decided to hold its next meeting in May at the Eden Roc Hotel, Miami Beach, Fla.

GENERAL AMERICAN TRANSPORTATION CORP. announced the election of Sam Laud as chairman of the board of directors and Lester N. Selig as chairman of the executive committee.

New Products

(Continued from Page 26)

in plants, trucks, freight cars and on loading and shipping platforms to facilitate the transfer of material. It is available in standard lengths of 10' and in widths from 10" to 24". Each roller has a capacity of 175 pounds. Zinc-coated rollers may be obtained to prevent rust.

(Check #71 on card facing page 6).

Address Applicator

Sharp impressions can be obtained from the new Square Feed Applicator, introduced by Sten-C-Labl, Inc., for multiple addressing of cartons, labels and tags.



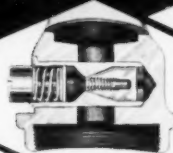
The ink supply in the printing pad is easily regulated by squeezing the polyethylene ink bottle. A further convenience is the handy new metal holder with open throat in which the applicator can be placed when not in use. The holder stands on a desk or it can be attached permanently to the shipping desk or warehouse truck.

(Check #72 on card facing page 6).

Conveyor Marker

Light packages requiring type impressions of up to 3/4" in height can be imprinted by an automatic continu-

the
greatest
advance in fountain
brushes in
years



GARVEY'S MODEL "B" FOUNTAIN STENCIL BRUSHES

Shippers everywhere are marvelling at the smooth, easy action of the new Garvey Model B fountain stencil brush.

The reason for this widespread acclaim is a revolutionary development which has out-moded virtually all other fountain stencil brushes.

The big new feature of the Garvey Model B brush is a positive seated valve; floating packing and large fluid openings, so that when the button is pressed the ink flows easily and without coaxing.

There are no pistons to wear out on aluminum seats in the Garvey Model B brush. There is no danger of leakage at the button which is the inevitable result of packing wear... no necessity to replace the complete valve when a leak develops or to return the brush to the factory for repair, all of which means lost time and effort.

The packing in a Model B brush can be replaced in three seconds... and right in your own place of business.

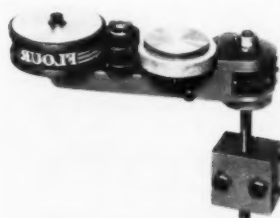
So, if you want to add to the efficiency and economy of shipping room operations, make the new Garvey Model B fountain brush standard shipping room equipment.

Garvey fountain brush & ink company

4379-87 Duncan Avenue
St. Louis 10, Mo.

for more details check #3 on HELP-O-GRAM card.

ous conveyor-like marker introduced by William A. Force & Company.



Designated as Model No. 3AC, this machine is a double friction drive unit with print wheel, inking roll and fountain roll all driven by the prod-

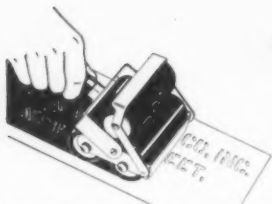
uct as it passed under or alongside the marking wheel. The wheel will take Base-Lock interchangeable rubber type or logotypes which are also available from the company. The marker can be mounted either horizontally or vertically on the conveyor.

(Check #73 on card facing page 6).

3-Color Imprinter

More than a thousand clear impressions in three colors from one inking can be obtained from a new marking device made by Force Western, Inc.

Known as the "Roll Boy," this multicolor imprinter gives sharp impressions on any porous surface. Up to



THE NEW **ROLL-A-STENCIL** TRADE MARK

PATENT PENDING

NOW YOU CAN HAVE THE PERFECT COMBINATION OF LARGE EASY TO READ STENCIL MARKING AND LIGHTNING-FAST APPLICATION DIRECTLY TO SHIPPING CONTAINER!

DESIGNED for faster stenciling on corrugated cartons, smooth wood boxes and all other smooth porous surfaces.



- **TWIN ROLLERS** smoothly roll on perfect impressions in one rapid stroke **3 TIMES FASTER** than brushing or spraying
- **ADVANCED DESIGN** with self contained ink roller holds enough ink to stencil 500 to 1000 impressions on one inking.
- **LIGHT-WEIGHT** Convenient to carry around.
- **"ROLL-A-STENCIL" INK** now available in colors.

Shipping departments welcome this completely new and faster method. Order your set today on a money back guarantee. Set shown includes pint can of black ink and pouring spout. **\$10.50 plus postage**

THE **TRADE Ideal** MARK



- America's first and finest Fountain Stencil Brush
- Use for stenciling rough or uneven surfaces - crate wood, burlap, cloth, concrete, etc. and all general purpose stenciling.
- Sturdy, all brass machined parts.

THE **STAR MARKER** TRADE MARK



An indispensable felt tip fountain marker for all purpose marking on any surface.

- Use for:
- ★ Marking Shipments
 - ★ Marking stock
 - ★ Printing notices
 - ★ marking on metal, glass, plastics, etc.

Write today for complete catalog and literature on these time tested products.

UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida

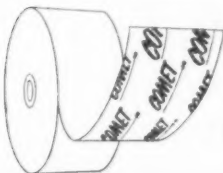
... for more details check #11 on HELP-O-GRAM card.

NEW! the tape with the built-in wetting agent



FREE **COMET** **-trial sample** **superstandard tape**

NO MORE WETTING AGENT WORRIES — The brand name on the gummed side of every roll of COMET Superstandard tape is a special, extra-fast wetting agent which instantly activates adhesive, prepares it to grab and hold. It's a built-in brush conditioner and fungicide too!



FREE 15 YARD SAMPLE

Try this new trouble-free way of sealing at our expense! Send for your sample of COMET Superstandard today.

McLAURIN-ANGIER CO.

Needham Heights 94, Mass.

... for more details check #9 on HELP-O-GRAM card.

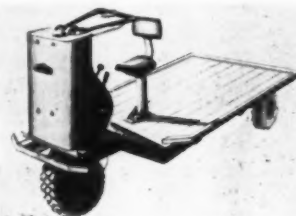


four lines can be printed at one time. The suspended roll printer is mounted in a durable plastic case. Permanent inks packed in unbreakable dispensers accompany the imprinter. The weight of this device is 3 1/2 ounces.

(Check #74 on card facing page 6).

Motor Truck

Only one pint of gasoline is consumed in one hour of operation by a new lightweight motor truck just developed by Stokvis-Edera & Co.

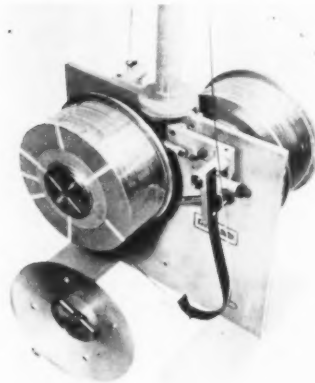


Powered by a 2 1/2 hp. Briggs & Stratton 4-cycle engine, the truck has three speeds, three wheel brakes and abrasion-resistant pneumatic tires. It is meant primarily for hauling materials.

(Check #75 on card facing page 6).

Stitching Coil Holder

Occupying slightly more than two square feet of floor space, the new Inland 50 lb. Stitching Wire Coil Holder will accommodate two coils—one in operation and a standby coil ready for immediate threading.



Positive brake action prevents tangling of the wires and resulting delays. The brake, which automatically keeps the wire under the right tension, is

disengaged when the spool is turned. An adjustable wire-feeding arm makes alignment with the stitching machine simple, the company stated.

(Check #76 on card facing page 6).

New Literature

Applications of pallet box bulk handling and complete specifications are provided in an eight-page catalog issued by General Box Company. Ways whereby industrial firms can satisfy their needs by using wire-bound pallet boxes are included.

(Check #77 on card facing page 6).

The story of Teflon, its chemical, electrical and mechanical properties, and its uses is given in an eight-page bulletin in color issued by the Packing Division of Raybestos-Manhattan, Inc. A number of packings and gaskets made of Teflon are illustrated.

(Check #78 on card facing page 6).

"Labeling Made Easy" is the title of a four-page folder released by Diapens-O-Label device. Through pictures and descriptive details it tells the story of label dispensers and moisteners produced by the company.

(Check #79 on card facing page 6).

Moisture conditions can be determined in sealed packages without breaking the seals or packages. A new folder, just published by El-Tronics, Inc. describes how a newly-developed electrical humidity detecting system works, its chief features and mounting assembly.

(Check #80 on card facing page 6).

Book Reviews

HOW PACKAGING EMERGES as a top-rank profit factor in business, and what the business man should know about packaging to make fullest use of its possibilities is shown in a new book, entitled, "The Selling Power of Packaging," which was published recently by McGraw Hill.

Vernon L. Fladager, Account Executive, D'Arcy Advertising Company, Inc., who has been close to the problems and growth of packaging during a good part of his 20 years' experience in advertising and promotion, surveys the field—the things that are affecting packaging—and the revolutionary effects it can produce—in a crisp, well-supported account.

The growth of self-service retailing, the growing importance of integrating packaging with promotion and advertising, the advantages of higher net profit packaging, the rising sta-

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ture of the package designer, package pre-testing, and other facets of the subject are discussed, with pinpointing of the facts and trends significant to the business man. The treatment is intended to give the reader knowledge of how management can solve key problems with packaging, what to look for in good package design, how top-level packaging strategy operates, and other facts important in getting the most out of packaging as a modern business tool.

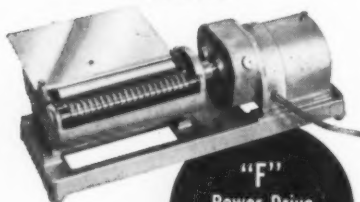
METHODS OF INCREASING packaging efficiency as used in three

different companies are described in a new book, entitled "Company Approaches to Better Packaging," published by the American Management Association. The book is based on material presented at AMA's Packaging Conference last April.

Ayerst Laboratories, The International Harvester Company, and the Colgate-Palmolive Company established packaging committees when it became clear that this management function required an integrated approach, utilizing a variety of specific considerations: production, sales, inventory, export, etc. How they did

labeling faster
shipping IS cheaper
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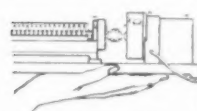


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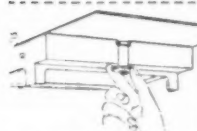


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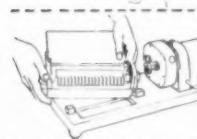
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so and who makes packaging decisions in these companies are described.

A final paper by Richard Manville, President of Richard Manville Research, gives eight case histories showing how market research produces better packaging and increased sales. Mr. Manville defines packaging as "the total presentation of the product—not only the box in which it comes," and discusses his cases in the light of this definition.

"LISTEN MR."

(Continued from Page 25)

other large cities. It is almost impossible for us to comprehend how such an operation can be carried on for such a small charge, but it is largely due to the competent management and organization which heads up these offices.

United Parcel does not pretend to be in competition with rail, truck, express or air freight. It simply is competitive with parcel post which is probably the sorest spot in our transportation picture today. Where parcel post takes four to ten days on delivery, United Parcel is guaranteed the next morning with charges about the same. Another tremendous advantage to this particular operation is the speed by which tracer replies can be obtained. The normal procedure in tracing a shipment is to call the nearest originating office, state the city of destination as well as the consignee. You are immediately switched to the terminal nearest that city, and a tracer reply giving you the number of pieces delivered as well as the name of the person signing comes within a few minutes.

Air Service Too

As this service enlarges, it will prove a definite boon to shippers of all sizes in that they can guarantee distribution from centrally located points almost to the hour. Already many large concerns have located distribution centers close to the main United Parcel Terminal in order to take advantage of their service.

To shippers contemplating distribution facilities enlargement of United Parcel could cut down the number of operating distribution centers which they will be forced to maintain and will make inventory replenishment to any distance an extremely simple process.

It is our understanding that this organization has a similar low-cost air service which corresponds to air parcel post and expects within a short period of time to expand this particular facility. If this is so, there is no question but what this particular organization will change some of the distribution methods and thinking.

Streamlining Parcel Post

United Parcel likes to point out that they are not in competition with rail, truck, or express; they are simply taking an antiquated system which is our present parcel post method of distribution, streamlining it with super efficiency and modern method studies and making out of it a workable system. In effect they are simply bringing up to date the slow government-operated and completely inefficient operation of parcel post. Even during the Christmas rushes when the parcel post department is so far behind that often times two week delivery to a point 200 miles away is not exceptional, United Parcel can still maintain its next morning delivery schedule.

Whether or not the government is concerned over this innovation is highly debatable. Most informed sources seem to feel that the government would like to get out of the parcel post business and claim that government parcel post has been a losing proposition for years. If this is the case then it will not be long for the modern methods of UPS to completely take over this phase of distribution.

Mil-Ind Symposium

(Continued from Page 9)

create modular unit loads. Just think of how much more simple it would be to have only 30 or 40 standard size boxes or containers instead of the several hundred that we now have . . . The type of material used to fabricate containers is not of consequence as long as the container will provide the needed protection, an acceptable low weight, and of course—a reasonable cost. We feel that a well engineered light weight container will provide sufficient and even better protection than the ones in use today."

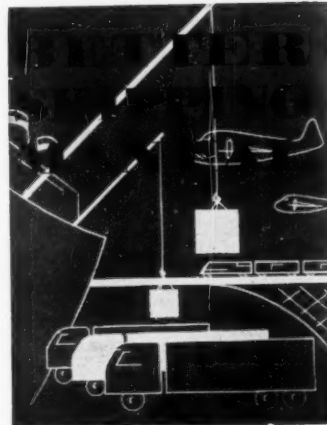
As an example of how packaging weight can be trimmed Lt. Col. Peter W. Mirras of the Office of the Army Deputy Chief of Staff for Logistics, disclosed that the Army Ordnance Corps is developing reinforced plastic ammunition boxes. With these smaller and lighter boxes, a ton of packaged rifle ammunition consists of 24,000 rounds, rather than 19,000 as heretofore. He urged transparent packaging so as to save time in looking for needed parts. Among the new advances in transportation to be used by the Army of the future, are helicopter and improved types of parachute air drop, rockets, suspended cable cars and rough terrain fork lifts.

Because the future army has to be geared to speed, mobility and dispersion, the number and variety of items carried to the front lines will have to be cut down tremendously. Out of 400,000 repair parts used by the 7th Army in Europe, only 15 percent of them or 60,000 parts, which caused 85 percent of supply activity, are being retained in overseas storage depots, Mirras said. When fringe items are needed, a card is punched and the order is sent by radio to the 7th Army Stock Control Center, which in turn sends the data by radio to the Overseas Supply Agency in New York. The information is then radioed to the appropriate depot which ships the item by air. The entire process takes 10 days and saves considerable time and money.

Helicopters Important In Supply

The Marine Corps' old ship-to-shore movement of supplies by landing craft is being replaced by helicopter, it was announced by Lt. Col. William T. Shafer of the Marine Corps Development Center. Containerized and palletized cargo will now characterize these movements. Shafer invited industry assistance in the development of light-weight and expendable containers for transporting ammunition and rations. Individual containers have to couple to each other for external carry by helicopter and must utilize a pallet for the base. A second type of container is needed to carry odd-sized general utility items. It would have to satisfy all of the above requirements and would also have to be adjustable so that two containers

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could combine to form one double-sized container-transporter. Shafer also appealed for aid in developing light-weight materials handling equipment which could move the containers over rough terrain.

Store Sends Pkg. Men To School

Speaking for the J. L. Hudson Company, a department store operation in the Detroit area which transacts 40 million sales a year and takes in 75 million pounds of freight per year, George R. Bell, Supervisor of Distribution and Services for the company, asserted that "the human side is and will remain the most important" part of materials management. "This is so," he said, "because from properly motivated people will come the new ideas we are looking for to solve our many problems." In line with this policy, the store has been sending its supervisors to the Materials-Management Center at Wayne State University in Detroit. This school offers evening courses in packaging and containerization, traffic and transportation, materials handling and other fields.

Navy Prefers Plastic

The Navy's interests in the symposium were spoken for by Capt. E. D. Stanley, Jr., Special Assistant to the Chief of the Bureau of Supplies and Accounts. He described various materials handling techniques and devices for supplying the fleet at sea, including: "Whammy," an adaptation of a banana hoist conveyor; Underway Replenishment; inclined aluminum cargo chutes; canvas baffle chutes; and skate wheel conveyors. The Navy's objectives, Stanley said, are the "reduction of impact and water damage by the use of plastic packages in place of glass or cardboard; packaging in square cans . . . in order to save space and weight; and better equipment for handling vertical movement, down and up."

Other Panel Discussions

On the second and third days of the symposium, two sets of panel discussion sessions were held in materials handling and packaging. The packaging panels on the second day were devoted to such subjects as: "Developments in Cushioning Materials," chaired by Albert Olevitch, chief of the packaging section at Wright Air Development Center; "Barrier Materials" led by Malcolm J. O'Dell, vice president for research of McLaurin-Angier Company; "Package Testing Programs and Techniques" led by T. A. Johnson of the Navy Bureau of Aeronautics; and "Humidity Control in Packages and Warehouses," presided over by Harold M. Lovelace, of the Army Storage and Traffic Management Branch. For the most part, these discussions were applied to aerial warfare requirements.

The panel on package testing consisted of Thomas P. Wharton, vice president of Container Laboratories; J. E. Carroll of the Naval Air Experiment Station; and Milton Raun of the Army Chemical Station. Giving a complete analysis of the role of testing in packaging, Wharton described testing as an "essential tool to research, development, design, quality control, specification development, inspection, and for improving handling methods, labor operations and even consumer package design."

Packaging panels on the last day of the symposium discussed "Packaging Cost Determination," "Reinforced Plastics in Packaging," and "New Concepts in Packaging." The last panel was led by John C. Clay of National Starch Products, Inc., and consisted of: Richard G. Breeden, Pressure-Sensitive Tape Council; James Jack, Continental Can Co.; James Sargent, Container Laboratories; and W. B. Bronander, Scandia Mfg. Co.

Exhibits of new military packaging designs, cushioning materials and unitized loads were staged by the armed forces in the main hall of the Commerce Department Building.

Traffic—Top Management

(Continued from Page 7)

some extent, all other departments are more or less dependent upon the proper functioning of the traffic department.

During monopolistic days of transportation, little could be accomplished by anyone assuming the duties of a traffic department. Usually, there was only one means of transportation, and those who required its services felt more or less honored by being served. The same applied to warehousing. Little, if any choice existed. Freight charges were as demanded, and time-in-transit and scheduling could not be determined.

Today there is with few exceptions a definite choice of means of transportation to each and every part of the world. And since major companies consistently ship to thousands of destinations, the traffic department has a good many thousand carriers to choose from. For each shipment to or from any given place, there is always one best carrier that will serve the company best from a responsibility and monetary viewpoint. The efficient traffic department will always know that carrier and utilize its services.

In warehousing operations also, there is a choice of means and space available. Only one is best. Only one has more to offer the company than any other.

With American enterprise reaching out to continuously wider markets, the four major activities of the traffic department must develop correspondingly wider horizons. Each of its activities will of necessity mean more and more to



3

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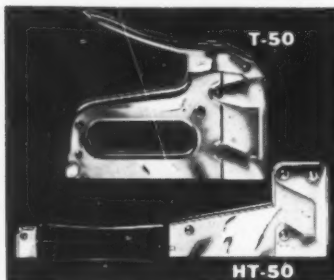
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top-level management until traffic activities are in fact a part of top management.

Yes, eventually, with the growth of every company, traffic will gain top management representation. So, why not now!

LCL Shipments Move Fast

(Continued from Page 11)

space on each trip, but Mr. Cummings figures that the slight space loss is more than compensated by the other savings.

In loading a shipment on the skids, a little practice and care on the part of the loading men not only eliminates damage but also means that cartons of the kind used for Reed products will ride on the skids without lashing.

Reed's cartons, all of the corrugated cardboard variety, range from 12"x6"x6" to bulkier boxes up to 30"x20"x20". Reed workers staple the bottoms with a wire stitcher, and paste the tops.

Actually, the Reed shipping department does little of the packing, (packing is completed right after manufacturing), but assembles nearly all shipments from carton storage in the warehouse that adjoins the shipping department.

The Ballot Control System

It was the working of these L.C.L. shipments to their proper carrier in correct fashion that caused Mr. Cummings a problem he solved by borrowing his second idea from the railroads, the ballot control system.

Mr. Cummings came up with a 2x5 printed ticket, or ballot, to fit his needs. This is how he describes its use:

"After collators have assembled an order from the warehouse, and my checker has processed it, the stenciler takes the order form and copies from it onto a ballot the purchaser's name, coded; the number of pieces in the shipment, and the carrier for which it should be loaded. He initials the ballot before going ahead with his stenciling, first



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spot-taping the ballot to a top corner box of the shipment.

"Next, a loading man moves in with a skid and works the shipment from the floor onto the skid. (This is where we formerly used hand trucks for all shipments, transferring to the Pennsy as well as to trailer ramps and our own rail siding. Now, we use the hand trucks for trailers and l.c.l. to the rail siding, but skids for transfer loads on our trucks.)

"After the loading man has moved the skid or truck to the loading ramp, he rips the ballot from the shipment, indicates on the ballot the carrier ramp area to which he moved it, and checks the number of pieces as they stand ready for moving onto the truck or box car. Then he initials the ballot."

"The only possible way a misshipment can get through is for somebody to mark a ballot wrong, and that happened only three times in the last quarter."

Special Problems

In the 32 years Mr. Cummings has been on the job, he has not waited for changes to overtake him but has tried to keep all developments under his own control. Some things, of course, are beyond shipping supervisors—like cellophane packaging; and that added to the problems.

"We handle a product that is very easily damaged . . . paper cups, plates, table covers, napkins, crepe, wrapping tissue, duplex paper. We pack them solid in custom-size corrugated cartons. For all of cellophane's advantages, it will burst under less pressure than would damage the product itself."

7 Truck Lines And Rail

"This is a challenge to our materials handling methods. Our shipments include as many as 15 seasonal and special-occasion numbers in most items, and they travel by seven truck lines and rail as well as by ship to Puerto Rico and Cuba (as well as Canada) direct, and through overseas representatives to Bermuda, Central and South America, the Philippines, Europe and South Africa."

"For that kind of traveling, and with our kind of product, the packing and handling definitely has to be right."

Mr. Cummings' department keeps 45 men working around the calendar, although the peak season is July into September.

Seven years ago, Reed's opened a West Coast warehouse, near Los Angeles and this has meant carload shipping of stock from the main plant in Williamsport. There were 80 such carloads in 1955, all carried by Pennsylvania RR. Other cars on the Reed siding take transfer shipments to

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Loading Dock Helps

In the case of the trailer truck lines, Reed's had another chance to eliminate waste. Seven motor lines serve the Reed plant, some of them for full consignments, but mostly for l.c.l., or l.t.l., shipments.

"Time was, when these trailers pulled up to our place and one of us would have to direct them where to back up to the dock to find the correct shipment. Then we'd have to more or less supervise the loading."

"When we built our warehouse annex a few years ago, we built an enclosed loading dock with doors numbered 1 to 5. We painted stacking areas on the floor of the dock, showing each truck line's name, some doubling up, of course, because they're not scheduled at the same time.

"Today when those drivers come, they know just which door to use, and they load without direction. Fact is, our plant can be locked up and they can still shove up their doors and pick up their shipments. There's a deck on the dock with their bills and even an outside telephone for their use."

Of all the improvements he's seen develop, Mr. Cummings is most pleased with the record for accuracy produced by his ballot system, and he keeps looking for other new ideas, knowing his job never will run itself.

"There'd still be problems, even if the ballot system worked perfectly. A foolproof plan will work only when everybody does his job. Even the skid-loading idea leaves at least 20 minutes of work for each truckload," he acknowledges.



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